DOCUMENT RESUME

ED 056 715 LI 003 224

AUTHOR	Rohlf, Robert H.; Smith, David R.
TITLE	Recommendation for a Southeastern Library Cooperative (SELCO).
INSTITUTION	Minnesota State Dept. of Education, St. Paul.
PUB DATE	Dec 70
NOTE	69p.; (19 References)
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	*Library Cooperation; *Library Services; Library Surveys; *Public Libraries; *Regional Programs; *State Aid
IDENTIFIERS	Library Statistics; *Minnesota

ABSTRACT

A study of existing library service in Southeastern Minnesota resulted in the recommendation that a Southeastern Library Cooperative (SELCO) be formed under a contractual, federated basis. The cooperative would consist of all public libraries in the region who meet the current requirements for eligibility for state aid funds. It was recommended that the cooperative be established as an educational, nonprofit corporation governed by a Board of Directors. In order to assess the Cooperative programs and to evaluate new ideas, annual review and evaluation sessions should be held by the Board. The region surveyed is more able financially to support library service than all but one of the areas which already contain some form of a library cooperative or system. The survey procedures used to substantiate the recommendations presented are explained. (NH)

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RECOMMENDATION FOR A SOUTHEASTERN LIBRARY COOPERATIVE

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Robert H. Rohlf Associates

December 1970

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INTRODUCTION

Southeastern Minnesota is one of the few remaining areas of Minnesota which has not developed either inter-library cooperation nor strong inter-county or regional library service since the advent of the Library Services and Construction Program of the federal government begun in 1957 or the Minnesota library aid program authorized by the Minnesota State Legislature in May of 1957.

Following a recommendation made at a meeting of the Southern Minnesota Administrative Round Table (SMART), the Rochester (Minnesota) Public Library Board made application to the State Board of Education for a grant for a study of existing library service in Southeastern Minnesota and a recommendation for improving such service. The application, made on December 6, 1968, stated in part:

> "The applicant library proposes to sponsor a study of Southeastern Minnesota with regard to the optimum desirable development and organization of public library services in the area, to survey the potential for cooperation among libraries, and if possible to determine the best or alternate desirable, organization or organizations of public library service under Minnesota Law to best meet the aims and objectives of the over-all Minnesota Plan (A very general one) for Public Library Development.
>
> "In carrying out this project, the Library Board will delegate day to day operational authority to a Council composed of members elected by the assembled library administrators of the area (an informational organization known as SMART, i.e., Southern Minnesota Administrators Round Table.)
>
> "This Council will secure the services of an expert director for the study and make all other arrangements necessary for carrying out the study and publishing its findings and recommendations, including having a designated local coordinator or expediter to manage the day to day arrangements and financial affairs."

Following approval of the request, the consultant was contacted and requested to undertake the assignment. On March 7, 1969, an agreement was made between Robert H.

Rohlf Associates, Bethesda, Maryland and the Rochester Public Library to conduct such a study. The agreement (in part) is stated below:

> "Whereas, the Board of Trustees of the Rochester (Minnesota) Public Library, hereinafter called the Board, have applied for and received a grant under Title I of the Library Services and Construction Act, such application dated December 6, 1968 to the Minnesota State Board of Education; and
>
> "Whereas, the Board feels the proper course for the scope of the study proposed in the application can best be determined if professional consultants are retained to make recommendations.
>
> "Now, Therefore, the Board does hereby agree to hire and retain the services of Robert H. Rohlf, hereinafter called the Consultant, for the study, hereinafter called the Project, and the Board and the Consultant agree as follows:
>
> 1. The Consultant shall survey, analyze and study the existing public library service in the area outlined in the application; analyze pertinent economic, social and political factors as they relate to public library service; study public library service in other similar areas in the country; recommend future public library development in relation to these studies; all in accordance with the application cited above.
>
> 2. The Consultant shall provide fifty copies of his report and recommendations to the Board for distribution to the area library officials and others. It is the intention of this agreement that the report shall be completed by November 15, 1970.
>
> 3. The Consultant shall work under the general guidance of a steering committee of public library administrators selected from within the area of the Project.
>
> 4. It is understood that the Project, and the resulting report are not meant to resolve, assist or program any one individual library's problems, objectives but rather that the Project is an area study and report.
>
> 5. The Board shall appoint a local coordinator who shall assist the Consultant in the Project as concerns schedules, reservations, appointments and other related and mutually agreeable items. The Board shall provide some office space at the Rochester Public Library as needed for the Project.

6. The Consultant shall retain other assistants and consultants as he deems necessary to assist him on the Project, and all such consultants shall be engaged at his discretion and shall be at no additional cost to the Board."

To guide the process of the study, two groups were appointed. A steering committee was named as the primary source of direction. The steering committee members were:

Miss H. Alberta Seiz, Winona
Mr. Willard Donahue, Waseca
Mr. Nowell Leitzke, Austin
(succeeded by Mr. Robert M. Hayes in 1970)
Mrs. Rose Marie Harty, Albert Lea
Mr. William Sannwald, Rochester
(succeeded by Miss Phillis Goedert in 1969)

In addition, at a public meeting held April 22, 1969 in Rochester, a Regional Advisory Committee to represent the counties (13) included in the preliminary study was named. This committee was as follows:

Dodge County
Mrs. Harold H. Strand

Fillmore County
Mrs. Norval Morse

Freeborn County
Mr. Roger Lonning
Mrs. John R. Peterson

Goodhue County
Mrs. Don L. Feigal
Mrs. R. T. Hedin

Houston County
1 to be appointed

LeSueur County
Mrs. Lloyd Richter

Olmsted County
Mrs. Janice Karlson
Mr. Robert W. Hurrle
Mr. Harland King

Rice County
Mrs. Layton Hoysler
Mrs. Charles Rayment

Steele County
Mrs. James McEnaney
Miss Bernice Brand

Wabasha County
Mrs. D. D. Karau

Waseca County
Mrs. R. A. Falk

Mower County
Mr. Philip Richardson
Mrs. Donald Weisman

Winona County
Mr. Carroll Fry
Mr. Bernard McNab

AREA INCLUDED

The area originally included in the study was basically the First Congressional District of Minnesota including the following thirteen counties:

Dodge
Fillmore
Freeborn
Goodhue
Houston
LeSueur
Mower
Olmsted
Rice
Steele
Wabasha
Waseca
Winona

Events following the original proposal, primarily the Regional Development Act of 1969, and information gained through the study itself, eventually eliminated Waseca and LeSueur Counties from the area of the study and the impact of the final recommendations. This is discussed in greater detail in the body of the report.

The major contributors to the report were Robert H. Rohlf and David R. Smith. Assisting on the study were Frank E. Gibson and E. C. Newman.

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CHAPTER I

RECOMMENDATIONS

An analysis of the social and economic characteristics of Region 10 indicates that the Region can easily support a satisfactory level of public library service if that is the decision of the population. The financial resources of the region, the existence of well-spaced urban centers, the total number of people involved and the existence of several reasonably good libraries upon which to build better service are all indications that through cooperation a Regional Library System can develop. This capacity is dealt with in detail in Chapters II and III.

The major thrust of the Minnesota State Library Aid Plan to date has been to assist in developing county and multi-county libraries[1]. However, county library service is at a minimum in Region 10 as discussed in the report which follows, nor is there any apparent immediate possibility for additional county library systems to be formed.

Under the existing state aid pattern, and with no immediate prospects of added county service and county-wide taxation for library support in the region, the cities and towns with library service are in effect being cut off from participation in state and federal financing through no fault of their own, but rather through the reluctance of the area's rural county population (now a minority of the region) to tax themselves for library service.

It is our recommendation therefore that a new pattern in library cooperation in Minnesota be developed in Region 10, and that this pattern, if implemented as outlined below, be eligible under the State Plan for participation in the library state aid program.

---

1) For the current plan, see Minnesota Libraries, Vol. XXIII, No. 3, Autumn, 1970, pps. 63-80.

We recommend therefore that a Southeastern Library Cooperative (SELCO) be formed under a contractual, federated basis. The Cooperative would consist of all public libraries in the region who meet the current requirements for eligibility for state aid funds. These requirements are, as of December 1, 1970:

> "That participating libraries be supported by a tax rate of at least two (2.00) mills on the assessed valuation of the area served; that non-resident fees for people residing in non-library taxed areas be equivalent to the approximate per borrower cost of the participating library; that no aid monies be used to reduce local library income below the level prior to the receipt of aid monies; and, that the libraries be part of a system of other libraries."

If the majority of existing public libraries were to join such a Cooperative, and those joining included the three largest libraries, the population base for the Cooperative would exceed 200,000 people. This would be an ample base from which to develop a unified, superior level of public service. The population, for example, would far exceed the population served by the existing Regional Libraries in the state with the exception of the Arrowhead Library System and the MELSA federation.

It is recommended that the Cooperative be established as an educational, non-profit corporation governed by a Board of Directors. The Board members should be appointed for staggered terms, and should be appointed from existing library trustees or in those cases where there is no library board, interested citizens should be appointed. The appointment should be made by the Library Board, or where there is none as in Winona, by the City Council.

It is further recommended that the Governing Board be a two-level structure. Each member library would appoint one (1) member to an Advisory Board. The Advisory Board in turn would elect, from its own membership, an Executive Board of five members. Membership on the Advisory Board would be on a three-year basis, but membership on the Executive Board would be on an annual basis.

The Advisory Board could meet quarterly, or even semi-annually after the initial years of establishment are over. The Executive Board should meet monthly and the contracting agreements should invest the Executive Board with all of the powers of a library board under Minnesota Statutes.

The Advisory Board of Directors would set the Cooperative policy in regard to any system-wide services. This Board would also be the official applicant for state aid monies. All Cooperative monies should be disbursed only by the approval of the Executive Board.

A Director for the Cooperative System should be appointed by the Board as soon as possible after the formation of the system. Two courses are available, and which one to take is largely dependent on the amount of funds available. One course is to hire a full-time Director; the other is to appoint as Director a librarian already working within the Region and make a part-time arrangement with his Board. If the latter course is taken, the Director could engage an Administrative Assistant and devote his own energies to the major policies and problems of his own library and to the Cooperative, leaving many of the day-to-day administrative problems to the assistant. This procedure has worked in Systems in other areas of the country.

It is strongly recommended however that the new Director be a full-time employee of the Cooperative Board and be free to devote all of his energies to the establishment of the Cooperative and the development of its services. It is also recommended that the salary be established at a level to attract a strong, experienced person who can provide the leadership, drive and imagination a cooperative enterprise requires. One of the findings of the Nelson system study referred to in this report is that "the single decisive factor in the success of a system appears to be the competence of its Director". The Cooperative Board must not try to save a few salary dollars for this position at the jeopardy of the Cooperative's success or failure.

Membership in the Cooperative would of course be voluntary. This approach leaves each local library free to participate or not. For example, in the case of Albert Lea, the Albert Lea Public Library could join the Cooperative and request Freeborn County to levy the tax required to meet state standards and thus the entire Freeborn population would be counted for purposes of state aid. If Freeborn County chose not to levy the two mills tax, Albert Lea would have one of two options; refuse service to residents of the county and use only the population of Albert Lea as the base, or withdraw from the Cooperative and continue serving the county with only the minimal payment now paid by the county to Albert Lea. The option is a local one.

It is imperative to the success of the Cooperative that only those areas being taxed at least at the minimum required level (2.00 mills) be eligible for Cooperative participation, and that non-resident fees approaching per borrower cost be levied against all other persons using library service.

Because of the variety of existing agencies, the contracting authority will vary from community to community. For example, in the case of Mower County, it would be the Austin City Library Board; for Winona, it would be the City Countil; and for Owatonna, the Public Library Board.

Once established, the Cooperative Board could apply for direct state aid based on the current rules and regulations of the State Board of Education. Under current (1970) funding levels, the eligible population (member libraries) of the Cooperative would enable the Cooperative Board to apply for state aid up to 25 cents per capita. Under proposed (1971) funding levels, this could be raised to $1.00 per capita.

It is strongly urged that any aid monies received by the Cooperative not be simply prorated back to member libraries, but that the aid monies be used to fund strong system-wide services which are not currently available to the libraries or to the public, and to consolidate certain services in a more economical manner. It must also be pointed out that under current state regulations, state aid funds cannot be used to reduce local income requirements or levies, but are to be auxiliary thereto.

If the appropriate libraries were to join in creating the Cooperative recommended in this report, at least minimal additional physical space would be required. Unfortunately, the majority of the libraries in the region have space problems ranging from crowded to acute.

It is recommended that centers for the Cooperative's activity be established in Rochester, Austin and Winona. Geography, population and highway patterns make these cities the logical centers. Location and size make Rochester the more logical primary

center, with the others being secondary centers. However, the final determination should be made by the new Board and will have to take into account physical facilities, the role of the Director, etc.

COOPERATIVE SERVICES

There are basically only two types of system services and these somewhat overlap: services to libraries and services to readers. The Cooperative should develop its services one by one, building towards as vast a range as finances and imagination allow.

Services to libraries could include:

Book acquisition (selection would remain local)

Book processing

Book cataloging

Inter-library reference loans

Rotating collections

Book lists

Storage of little used materials

Tele-type network -- fees paid by Cooperative

In-service training classes

Professional specialists on rotation; e.g., Children's Librarians on rotating story hours

Group program librarian and region-wide programs

Union catalog (would suggest that the collections of the three centers become the first base)

Regional reference and referral process

Direct services to the public could include:

Reciprocal borrowing (universal card or honor each other's cards)

Inter-library circulation loan

Mail delivery

Developing library service where none now exists

Bookmobile visits

Film collection

Region-wide public educational and informational programs

Once cooperation begins, particularly with the impetus of added funding, new ventures and programs develop from the success of preceding ones. While virtually no cooperation now exists, this picture would soon change under imaginative direction and well thought out programs whose funding would come from state and federal aids plus some additional local matching funds.

While there is a wide range of services SELCO could perform, certain priorities should be established based on a balance of ease of beginning and need. In all instances of determining priorities, one must remember that the basic goal of SELCO is the improvement of local library service, not the creation of another layer of government.

The first year of SELCO will require a large public information program in the sense of informing local communities and counties of the establishment of SELCO and what its goals are. Local libraries must also achieve some identification with the Cooperative and begin to think in terms of other than purely local concerns.

While some of the goals and benefits of SELCO are many years away, some

service can -- and should -- begin immediately. Below are listed two levels of priority. While they may shift somewhat in time, priority one consists of services or programs which could begin with the formation of SELCO. Priority two items should be possible within the first three or four years of the Cooperative at the latest.

Priority No. 1
- Reciprocal borrowing
- Inter-library loan -- direct
- Regional reference and referral service
- Book acquisition (selection remains local)
- Book processing
- Cooperative purchasing

Priority No. 2
- Professional specialists on rotation; e.g., Children's Librarians on rotating story hours
- Group program librarian and region-wide programs
- Cooperative arrangements with other library systems
- Film collection

Other services should develop as soon as possible and are those listed previously but not shown as priority items one or two.

It is also recommended that SELCO enter into cooperative agreements with region libraries for existing library services. For example, bookmobile service now available in the neighboring Waseca - LeSueur Regional Library can be expanded into Rice or Steele counties, for if these counties join SELCO, it may be more efficient to purchase service from Waseca - LeSuer than to create such service at the beginning.

Another example is film service. It may be more efficient to contract with the University of Minnesota film service, or to create a Regional film service than for each member of SELCO to belong to the Minnesota Film Circuit.

The authority for the establishment of SELCO would be under Minnesota Statutes Chapter 134 and Statutes 375.335 and 471.59[1]. In addition, the program, operation and grants-in-aid would fall under the review, and in cases of grants, approval of the State Board of Education through the Public Library Division of the Department of Education.

SOME PROBLEMS

The success of any cooperative system, be it a federation as proposed here or a consolidation as found in other areas of Minnesota, depends entirely on the members' willingness to cooperate with others; on a reasonable centralization of system funds; and, on stable direction relatively free of local bias.

There are no inherent obstacles to formation of such a Cooperative in the present libraries. Even though loan periods now vary, as do fines, non-resident fees, salaries, hours of service, etc., these are technical not substantive obstacles as they are all determined by local action and can be modified where necessary to achieve the greater goal of better library service.

Thomas L. Minder writing in a recent Library Journal article stated:

> "The first factor of cooperation is that of individualism or the ego. The individual member of a cooperative rightly expects some personal gain from the venture. This factor seems so well understood that I see no reason to elaborate on it further.
>
> "The second factor is altruism or the willingness to relinquish completely one's personal gains for the benefits to other participants.

---

[1] See Appendix I for actual Statutes 375.335 and 471.59.

This element is easy for us to understand in theory but is the hardest to put into practice. Oh, how often have we heard, "This cooperative doesn't need to concern itself with altruism. We are only interested in projects in which each of us benefits." It just ain't so -- cooperation by its very nature requires the relinquishing, to some degree, of money, autonomy, tradition, personnel, facilities, and routines to others. You don't get something for nothing.

> "The third factor is group benefits. These are the benefits or results that can be gained only through joint efforts.
>
> "Thus, there are three separate and distinct units (I, you, we) that interplay upon one another to produce cooperation. Mathematically, one might say that cooperation is a function of these three independent variables.
>
> "I would like to add a fourth factor -- the referee. Human beings, being what they are, tend to place different values on each of the three factors depending upon their background and the problem at hand. It seems to me that there must also be an independent voice of authority to make firm, acceptable decisions when the three other factors come into conflict. Members must be willing to accept this authority, regardless of its effect on them personally. These four factors provide the foundation upon which any cooperative venture must be built." [1)]

As an aid to those who must work to make the Cooperative a success if these recommendations are adopted, an analysis of the recent nation-wide systems study[2)] conducted under the auspices of the Public Library Association was made and excerpts relative to the establishment of a Southeastern Library cooperative appear in Appendix II.

In order to assess the success and failure of programs begun by the Cooperative, and to evaluate new ideas and programs which may develop in the future, annual review and evaluation sessions should be held by the Board.

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1) Minder, Thomas L. "Organization Problems in Library Cooperation. Library Journal, October 15, 1970, pps. 3448-3449.

2) Nelson Associates, Inc. Public Library Systems in the United States; a Survey of Multi-jurisdictional Systems. Chicago, ALA, 1969, pps. 223-251.

The elements for success are present for a successful Cooperative in Region 10. This proposal requires state aid as initial "seed money" for the Cooperative, but all existing Regional libraries and several single county libraries in Minnesota depended for their start, and to some extent, for their continuance upon such state aid.

The development of over-all county library taxation and therefore service in Region 10 can come about only by the residents of Region 10 convincing the county officials of this need. While many residents of the area are concerned over why their children may not have a broad educational background or why they leave the community to search for larger communities with more services and more attractions, they should also wonder if available library service, at a reasonable level of quality does not add to the values and to the quality of life people seek today.

Over-all library service could be improved by the development of county-wide library support and the virtual elimination of the non-resident problem, but this impetus and the persuasion to county financing must be done through the local city councils, civic organizations and concerned local residents. It cannot be mandated, nor forced.

If one compares the potential of Region 10 with areas already supporting regional or multi-county library service -- the Lake Agassiz, Great River, Arrowhead, East Central and Minnesota Valley Regional Library systems for example, and compare the populations, potential economic support, relative area covered, etc., one can predict success for SELCO <u>if</u> local initiative, participation, imagination and a spirit of cooperation prevails. There are successes ahead, and no doubt a few false starts. The elements for success, that is vastly improved local public library services, are all present.

CHAPTER II

AREA SURVEYED

Thirteen counties were included in the original survey area. However, developments during the period of the survey eliminated Waseca and LeSueur Counties from the study. The primary reason for their elimination was the Regional Development Act of 1969 (Minnesota Laws 1969, Ch. 1122) and various Executive Orders issued by the Governor.

Executive Order Number 37, issued April 3, 1969, established eleven regions of "core" and "transitional" counties. Following further discussion of various areas and the best ways to plan for modern public services, Executive Order Number 60 was issued June 8, 1970 establishing various planning areas in Minnesota. The Southeastern area comprising Rice, Goodhue, Wabasha, Steele, Dodge, Olmsted, Winona, Freeborn, Mower, Fillmore and Houston counties was designated as Minnesota Development Region 10 and therefore became the area included in this survey.

REGION POPULATION

The Region has a 1970 population (preliminary) of 376, 233, approximately 10% of the state's population, and showed a modest population gain over-all during the past ten years. Some counties, primarily the rural counties with no major towns, lost population however. The population trends noted throughout the state and the country were to be found also in this area.

U. S. Bureau of the Census has projected population estimates for 1985[1)] which indicate that the Region's population will range from 441, 292 to 487, 079, depending

1) See Tables I - IV.

upon variables of increasing or decreasing fertility (birth rate for practical purposes) and interstate migration. All of their variables indicate a higher 1985 population for each county, although there may be a drop in the interim.

ECONOMIC CHARACTERISTICS

Over-all, Region 10 is a prosperous region. While the average household income is below the state average, one must remember that the Metropolitan Twin Cities area raises the state average income considerably and also that several of the counties in Region 10 are above the state average.

The average annual household income in the Region is estimated to be $10,176, and the average county buying income per household is estimated at a range of $7,128 to $11,210, depending upon the county.[1)]

When one compares the household income of the Region with areas already supporting some form of a regional library system, it is readily apparent that Region 10, the southeastern portion of the state included in this study, is far more able financially to support library service than all but one of the areas which already contain some form of a library cooperative or system.

Southeastern Region Average Household Income (SELCO)	$ 10,176
Average Household Income in Areas of:	
Arrowhead Library System	$ 9,207
Great River Regional Library System	9,275
Lake Agassiz Regional Library System	9,126
LeSueur - Waseca Regional Library System	9,265
Minnesota Valley Regional Library System	11,439
State Average Household Income	$ 11,233
National Average Household Income	$ 10,116

1) Editor & Publisher, Market Guide, 1970, p. 246-247 and Sales Management. June 10, 1970 ("Survey of Buying Power")

An analysis of the preceding data and of the general social economic characteristics of the region produces no surprises nor unusual factors.[1] The region in general is prosperous, relatively conservative and contains a major center (Rochester) which is diversifying from its former emphasis on medical and agricultural services. The region also contains two relatively large sub-centers in Austin on the west and Winona on the east. These three communities are the major urban areas of the region and the three communities are diversifying more each year in terms of industry and commercial operations.

One very noticeable economic trend is the increase in the average farm size and the corollary decrease in the number of individual farms.[2] This trend of course is nationwide.

Region 10 is served well by and large with an extensive highway system and is bisected by several major interstate highways running both north - south and east - west.[3] The most difficult access in the area is east - west along the eastern counties bordering the Mississippi River where the geography of bluffs and hills makes the road system more difficult.

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1) For further statistical evidence of the Region's financial resources, see Tables V - IX.
2) See Table X.
3) See Table XI.

CHAPTER III

EXISTING LIBRARY SERVICE

PUBLIC LIBRARIES

Although there is a constant attempt in the public library field to quantify the minimum limits of service, support, facilities, staff and other basic indexes, the plain fact of the matter is that no current simple formulas of measurement exist. The guides for evaluation compiled first in 1956 and revised in 1966 ended up being general statements of desired conditions which do not allow for much comparison of like type libraries without some skilled interpretation and evaluation.[1] There were, however, some very basic standards established in the ALA Service Cost booklet in 1959. The expenditures per capita have become outdated in the past decade, but the remainder of the figures remain valid.

Population	Expenditures Per Capita	Book Stock Per Capita	Circulation Per Capita
1,000 - 2,500	$ 3.50	4.0	10
2,500 - 5,000	3.50	3.5	10
5,000 - 10,000	3.50	3.0	10
10,000 - 25,000	3.50	2.7	9.5
25,000 - 35,000	3.50	2.3	9
35,000 - 50,000	3.50	2.2	9
50,000 -100,000	3.50	2.0	8.5

No attempt will be made to rate the position of any of the area libraries, instead these minimum standards will be used to establish some over-all trends.

---

[1] American Library Association. Costs of Public Library Service in 1959, and, Costs of Public Library Service, 1963. Chicago.

Region 10 is currently served by a total of twenty-four tax-supported public libraries and also by several "Association Libraries" (which are not included in the study). The libraries vary considerably in size, support, use and hours of service.

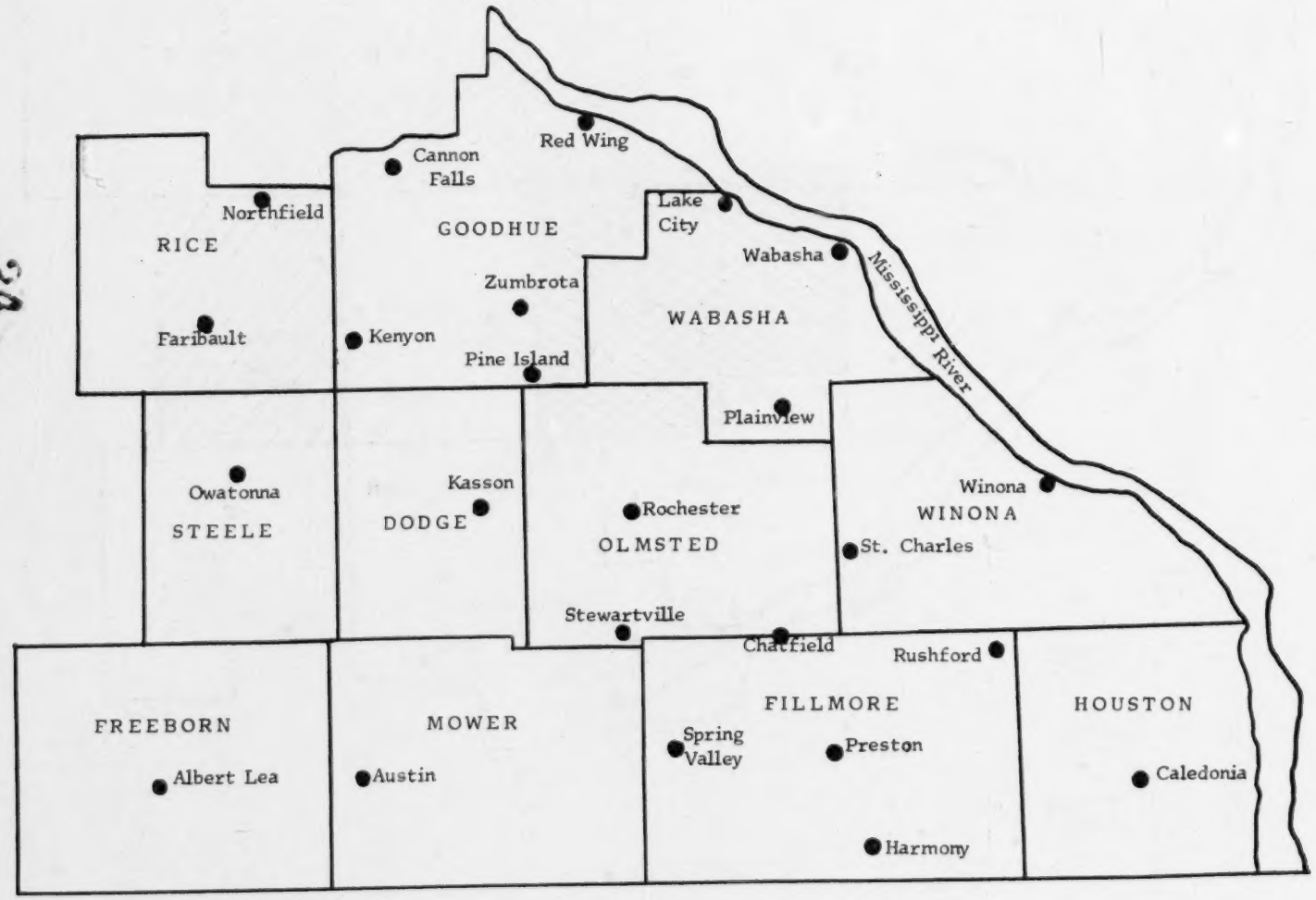
Of the total 1970 region population of 376, 233 people, 278, 919 or 74% have access to public library service. This figure is somewhat misleading, however, as this includes the rural areas of Steele (14, 776) and Freeborn (19, 171) counties who contribute only token county financial support for library service. If one were to use meaningful figures for library service therefore, it would be more realistic to say that 244, 972 people (65%) of the region have at least minimum direct library service and pay at least a minimally realistic tax for library support.

The population areas of thse libraries also vary a great deal from 595 in Rushford to 81, 258 in the case of Rochester which serves Olmsted County. The breakdown of these populations served is:

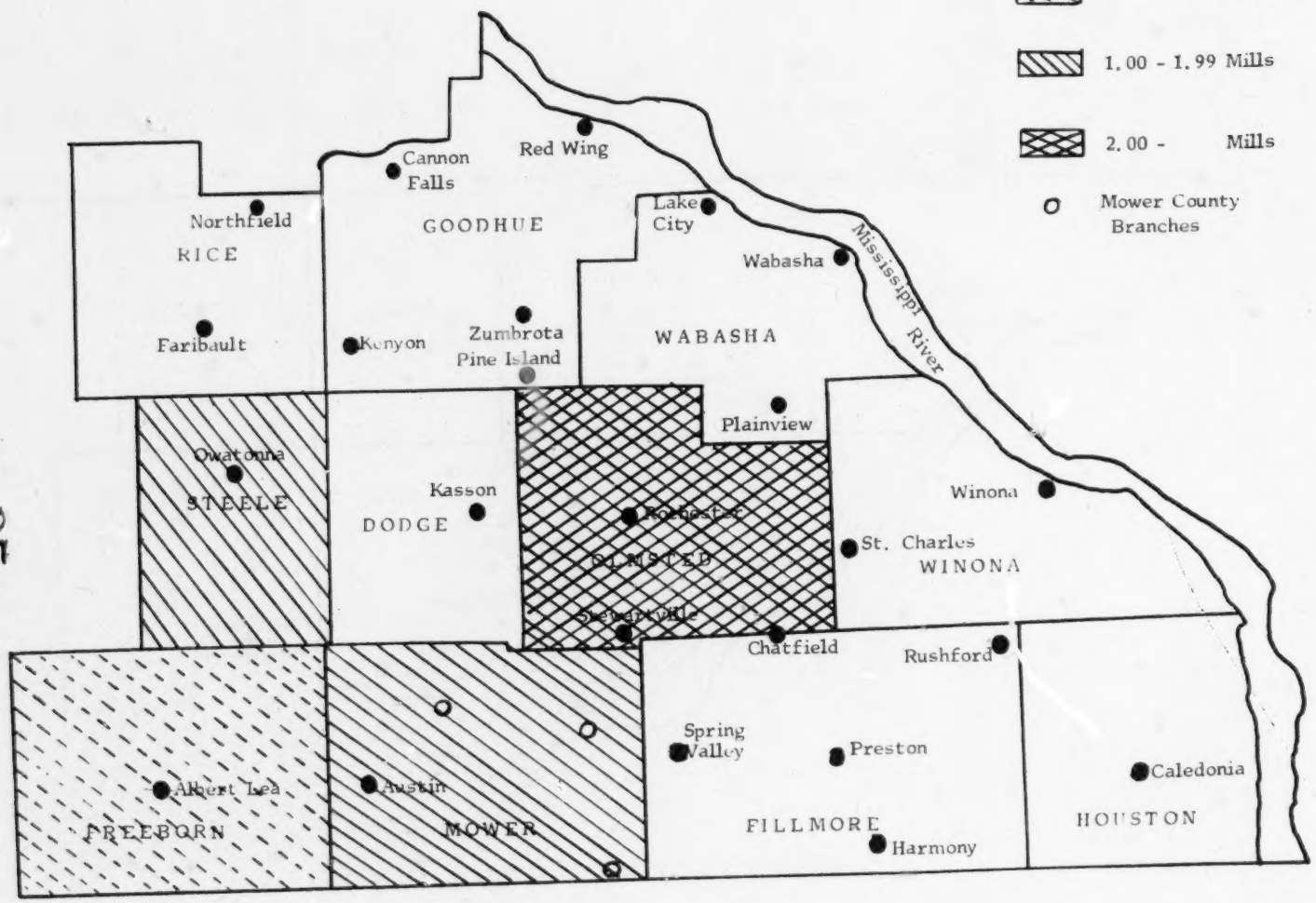
0 - 2, 500	13
2, 500 - 2, 500	3
5, 000 - 10, 000	0
10, 000 - 25, 000	4
25, 000 - 35, 000	2
35, 000 - 50, 000	1
Over 50, 000	1

The maps on the following pages show the location of the tax-supported public libraries while the financial and service statistics for each public library in the region are given for fiscal 1969 in Tables XII - XIII.

EXISTING TAX-SUPPORTED PUBLIC LIBRARIES



COUNTY LIBRARY SERVICE



Financial Support

The figure for minimally adequate service established in 1959 for this range of libraries was $3.50 per capita. With the steady rise in inflation, this figure extended to 1970 would most likely fall between $6.00 and $7.00. This fact is borne out by a 1969 ALA publication, Costs of Public Library Services: 1969, which establishes an average per capita cost at $6.12 for library systems serving more than 200,000 people. It is a reality of library economics that any comparable level of service for a smaller library would cost even more. Without considering the rising economy, only four of the twenty-four libraries exceeded the 1959 minimum of $3.50 per capita. Owatonna can be easily eliminated reducing the number to three by computing the per capita expenditures based on the entire county population. Over the entire region, a total of $1.99 per person is spent on library support. If one uses only the population actually paying a tax, direct or indirect for library service, the average taxed population per capita expense becomes $2.72. If one excludes the rural areas of Steele and Freeborn cited above, the total library expenditure in the region for 1969 of $748,843 averages $3.05 per capita for those receiving direct, local library service.

Book Collections

Those 244,972 Region 10 citizens with minimum direct library service have access to 534,118 volumes for a per capita figure of 2.18 which, without considering the actual quality of the collections, is adequate. However, since virtually all the public libraries of the region operate independently of one another, the per capita stock of books available locally must be substantially greater than under system conditions. The provision of new

books, when considering the rising publishing costs and the annual increasing number of titles, is not as good for the region. A very minimum of $1.00 per capita should be spent on materials in an established library. The total material expenditure in 1969 was $175,067 or $0.71 per capita for those persons receiving direct public library service.

Library Use

The circulation of books by a community library is generally directly proportionate to the convenience and ease of access to the library collection and the degree to which that particular collection of library materials continues to be of interest and relevant to the using community. Adequate libraries in communities the size of Region 10 communities should anticipate a per capita circulation of at least 8.5 books annually. The area's libraries circulated 1,457,164 volumes in 1969 for a per capita figure for the 65% portion of the population that has library service of 5.9 which represents some slight increase over 1968.

Buildings

By and large, the library buildings in Region 10 are in need of replacement. There are several new buildings such as those in Red Wing, Lake City and Albert Lea, and one building, the Austin Public Library, which has been enlarged in the recent past. However, the buildings in Rochester and Winona, which should serve as two of the three centers under the recommendation of this study, are inadequate and need immediate replacement. Inadequate buildings usually result in inadequate service.

Summary

The present level of library service in Region 10 for those who have access is marginally adequate based on the preceding brief analysis. The two biggest deficiencies are the 35% of the population which has no direct library service and the apparent need to improve the financial support of the existing public libraries.

Of the thirteen counties, only Steele and Freeborn have provided even token payment for library service with Austin/Mower County and Rochester/Olmsted County providing the only integrated county library service. One direct result of communication related to this survey has brought about an agreement between the Boards of the Stewartville Public Library and the Rochester Public Library under which, effective January 1, 1971, the Stewartville Public Library will be operated under contract by the Rochester Public Library. With the exception of that portion of Chatfield located in Olmsted County, this agreement consolidates all public library service in Olmsted County.

ACADEMIC LIBRARIES

There are two junior colleges and six four-year colleges in the eleven-county region included in the scope of this study. These academic libraries must be considered in the context of their resources to aid not only their own publics (students and faculty), but also in regard to their potential and their willingness to provide library resources to the general public of the area. Their willingness to provide some modicum of public service and their ability to do so can be two different issues however.

The academic libraries of the region are currently hard pressed to meet their

primary obligations to students and faculty. This may best be demonstrated by assessing their resources in comparison to current (1969) standards for College and Junior College libraries.

Standards for College and Junior College Libraries

The following basic college library standards were taken from documents prepared by the ACRL Committee on Standards and reprinted in the Drexel Library Quarterly, July 1966, Vol. 2, No. 3, pps. 251-275. The standards provide for an extensive evaluation of these libraries; however, for purposes of the following comments, only the basic quantitative standards regarding collection, budget, staff and facility are used. Apart from a full-scale study of these library facilities, it is felt that the collected statistics provide a reasonable index of college library service in this area. The current statistics can be found in Table XIV.

Budget

To maintain an adequate program of service in an established library will normally require a minimum of 5% of the total educational and general budget.

The three Winona colleges are above the minimum while Saint Olaf, Lea and the two junior colleges fall short. Since these latter three institutions are all in a period of growth and development, they should have a percentage considerably above the minimum 5%. This point is reinforced by the number of volumes shown per full-time equivalent student in column VII. The Carleton College library expenditure falls slightly below the minimum standard, however, the numerical stability of the student body and the large existing library collection may balance off any apparent statistical deficiency.

Staff

For a four-year college library, a minimum of three professional librarians is required with the number increasing with enrollment and diversity of educational program. A junior college should have a minimum of two professional staff members for an enrollment of 500 full-time students.

Winona State, College of Saint Teresa, Saint Olaf and Carleton College appear to be adequately staffed with Saint Mary's College on the border and Austin, Lea and Rochester somewhat deficient.

Book Collection

A two-year college with up to 1,000 full-time equivalent students should have a book collection of 20,000 volumes enlarged by 5,000 volumes for each 500 students beyond 1,000. For a four-year college, a minimum of 50,000 volumes for the first 600 students with an additional 10,000 volumes for each additional 200 students are required.

Both the junior colleges fall short of this minimum; Austin by about 7,000 volumes and Rochester by approximately 5,000 volumes. Lea College falls short by almost 80% or 40,000 volumes while Winona State, with a book collection of 90,229, should have a collection of 200,000. The two private Winona colleges have statistically adequate book collections. Both Saint Olaf with 229,342 volumes and Carleton College with 237,370 volumes are well above their established minimum standards of 150,000 and 95,000 volumes.

Buildings

It is important that the college library should function as a major support resource to the program of study space for students. In a junior college library, facilities

should be provided for seating 25% of the student enrollment. This figure goes to 33% for the four-year colleges.

The College of Saint Teresa, Saint Mary's College and Carleton College provide adequate seating space with the other five schools falling below the minimum standards, with the extreme being Winona State which is deficient some 400 seats.

Summary

The ability of the college libraries in this area to supplement potential public library needs is at best limited. Statistically the two private Winona colleges and Carleton College are best equipped over all to handle their own needs, while the other five schools are undergoing varying degrees of growth to which library development has yet to catch up. While the Winona area libraries, including the public library, have had an excellent history of inter-library cooperation, it is doubtful that these college libraries can currently provide much supplementary service to the public library users in the south-eastern Minnesota area. In fact, with only two of eighteen state junior colleges, one of six state colleges and three of twenty-nine Minnesota private colleges, the area need for well developed public library networks is probably as great or greater here than anywhere else in the state.

PUBLIC SCHOOL LIBRARIES

Based on a very informal investigation, it is felt that the quality of the school libraries tend to range as widely as the public library service. It would appear that development and improvement of school libraries is occurring at a much faster rate than the public libraries. This school library development over the past ten or fifteen

years can be largely attributed to:

a) Availability of federal and state funds specifically allocated for this purpose.

b) The drawing together into more efficient units in terms of both school facilities and school systems.

These two factors could do much for the public libraries of the southeast area.

Many of the smaller communities have much better school libraries than public libraries since it is often mistakenly felt that libraries are an element of education which are no longer important once one has completed his formal education. The result is that no public library or one so modestly supported can do little more than provide picture books for the very young and some adult recreational reading. These are important services, but only a fraction of those provided by an adequately supported library system. On the other hand a variety of good libraries, usually in the larger communities, tend to generate even better libraries. Rochester with several special, medical and industrial libraries, a growing junior college library and a wide range of school library services, nevertheless supports an adequate public library which, in addition to serving a majority of the adult population with no other access to a library, supplements the services of all of the other libraries in the community. Winona, with its three college libraries, is also a good example of this complementary development.

Since the roles and responsibilities of the school library and the public library do differ, the presence of one does not eliminate the need for the other. In recent recorded history there has been no documented case of a community or area which was in danger of an over-abundance of library resources. It appears that the decision to

create a good public library can and should be made independently of the condition of the local school library but recognizing that, in cases where inadequate school libraries exist, greater than normal demands will be placed on the public library.

CHAPTER IV

SURVEY PROCEDURES

Shortly after the agreement to conduct the study was made, a meeting was held by the consultant with the Steering Committee named previously. In all, four meetings were held with the Steering Committee between March 1969 and October 1970. In addition, an initial meeting was held with the Advisory Committee on April 22, 1969. Several written reports were made to the Advisory Committee during the course of the study.

In order to gather first hand knowledge of library and public attitudes regarding existing library service and possible library cooperation, a series of public meetings were held in each county. Library trustees, library staff, city and county officials and Friends of the Library groups were invited to each meeting.

The meetings were held in: Rochester (Olmsted), Caledonia (Houston), Lake City (Wabasha), Preston (Fillmore), Red Wing (Goodhue), Kasson (Dodge), Winona (Winona), Austin (Mower), Albert Lea (Freeborn), Owatonna (Steele), Waseca (Waseca) and Faribault (Rice).

These meetings were held almost in the form of "Town Hall" meetings with everyone present expected to share their views and suggestions with others and to express their hopes and concerns over improved library development. Attendance at the meetings ranged from a low of three to a high of fifty-one.

There was a wide range of interest and enthusiasm for further library development. Some areas seemed well satisfied with the current situation; other areas were eager for any improvement. Unfortunately in many cases those people who seemed most satisfied often represented areas with the lower levels of service.

One thing became immediately apparent to the surveyors as they journeyed from meeting to meeting. There has been very little inter-library contact in the region, either on the staff level or the user level.

Concerns most often expressed by those present at the meetings were the problem of non-resident users, not surprising when one considers the large rural areas not paying a library tax, and the increasing pressures on many libraries by student users.

There was also apparent the almost total lack of cooperation and even contact between the public library and the school libraries. There were certain strong exceptions to this where the public even used the school library when they wished, but in most cases there is no communication between the libraries.

Many of the communities represented have a long history of attempting to develop county-wide support for libraries, but with little success to date. One encouraging factor was that the majority of libraries expressed a willingness to develop cooperative services, but seemed unsure of how to start. An example of this is the recent Rochester and Stewartville agreement.

A discouraging element to library cooperation was that some people express unreasonable fears of library cooperation hurting the smaller libraries and strengthening the larger ones at the expense of the smaller ones. There was, as to be expected, certain rivalries expressed, but these were not as major an obstacle to cooperation as one might suppose.

In addition, questionnaires were distributed to eleven representative libraries with the intent of gaining some impression of public use and feeling for current library service. The questionnaires were coded for distribution within the library to library

users and also for distribution through stores or other commercial outlets to both library users and non-users. Two thousand questionnaires were distributed outside libraries and one thousand were distributed inside libraries.

Distribution and Return of Questionnaires

	Distribution/Returns Outside	Inside
Albert Lea	200/19	100/48
Red Wing	200/29	100/34
Austin	300/30	150/53
Rochester	400/47	200/74
Faribault	200/44	100/20
Owatonna	200/11	100/67
Lake City	80/16	40/23
Winona	300/33	150/91
Spring Valley	40/7	20/6
Caledonia	40/1	20/0
Kasson	40/5	20/11

Questionnaires Returned

Distributed Outside of Libraries
236 of 2,000 or 11.8%

Distributed Inside Libraries
428 of 1,000 or 42.8%

Total
664 of 3,000 or 22.1%

Of the 301 replies which volunteered specific comment or criticism, it was interesting to note that the vast majority of comments fell into one or more of the following five areas:[1]

-- More reference materials are needed.

-- More periodical titles are needed.

-- There should be county-wide support to eliminate non-resident fees.

-- There should be an easier and more active inter-library loan procedure.

-- There are "too few" books available.

The universality of these comments, some coming from ten of the eleven areas surveyed is of note. Some of the recommendations of this report are meant to resolve these prime areas of public concern.

[1] For a random sample of some of the replies, see Appendix III.

LIBRARY SURVEY QUESTIONNAIRE

The public libraries in 13 Southern Minnesota counties are cooperating in a study of library services. We would very much appreciate your answering the following questions and dropping this postage-paid questionnaire in the mail.

1. Are you a registered borrower of the library? ( ) Yes ( ) No

2. What library or bookmobile stop?

   _____ City Public Library

   _____ County Public Library

   _____ Bookmobile Stop

3. How often do you use the library?

   ( ) Once a week ( ) Once a year
   ( ) Once a month ( ) Other(indicate)_____

4. What uses do you make of the library?

   ( ) Books for pleasure reading
   ( ) Fiction
   ( ) Non-fiction
   ( ) Magazines for pleasure reading
   ( ) Reference--to get information
   ( ) Reference--for student assignments
   ( ) Phonograph records
   ( ) Film
   ( ) School related
   ( ) Other(indicate)
   _____

5. Would you favor -

   ( ) Continuing library services at the present level
   ( ) Expanding and improving services
   ( ) Reducing or discontinuing services

6. Would you favor your city or county library entering into agreements with neighboring city and county libraries for cooperative or joint programs if better library service would result? ( ) Yes ( ) No ( ) No Opinion

7. What is your opinion of present library services?
   ( ) Inadequate ( ) Satisfactory ( ) Excellent

8. Have you any suggestions or comments? _____

   _____

   _____

9. Your age: ( ) Under 16 ( ) 16 - 50 ( ) Over 50

10. Your sex: ( ) Female ( ) Male

11. Your occupation: _____

12. Where do you live? (Do not give your street address.)

    ( ) Urban _____
    Name of City or Town

    ( ) Rural _____
    Name of Area

OVER

13. Do you work in the city or within 10 miles of where you live?

( ) Yes ( ) No

14. Do you do your major shopping in the city where you live, or if rural, in the city nearest where you live?

( ) Yes ( ) No

If no, what city do you do your major shopping in? _____

PLEASE ANSWER ALL QUESTIONS

AND DROP THIS SHEET IN THE MAIL -

NO POSTAGE REQUIRED

Please fold here before dropping in mail.

- - - -

Of those responding --

312/664 or 47% use library once a week or more
172/664 or 26% use library once a month

507/664 or 76% use library for reference purposes

392/664 or 59% favor expanded services

510/664 or 76% favor cooperation and joint program
only 8% oppose cooperation and joint program
but 16% had no opinion

301/664 or 45% offered suggestions for improvements

563/664 or 84% were urban residents

439 or 66% worked within ten miles of where they live

605 or 91% shopped in the city they lived in or nearest to

34 different occupations were represented. The four largest were:

Housewife	245 or 36%
Student	128 or 19%
Business	69 or 10%
Teacher	62 or 9%

The total return was below the number originally hoped for, but it does substantially exceed the usual return on a direct mail questionnaire. It would be interesting to be able to investigate the reasons for non-return, particularly since the process was made simple for the respondent.

APPENDIX I

STATUTES

375.335 REGIONAL LIBRARIES. Subdivision 1. Two or more contiguous counties, except counties one or more of which contain a city of the first class over 300,000 according to the 1960 United States census may, through action by their governing bodies under the provisions of Minnesota Statutes, Section 471.59, establish and maintain a regional library, even though any one or more of the counties may already have a county library with a library board; provided that in any such county already having a county library board, the approval of said library board shall also be required. Cities in any of the contracting counties having public libraries may join in the regional library by being parties to the agreement which establishes the regional library through action of their library boards, or as hereinafter provided in subdivision 3.

Subd. 2. The agreement establishing such regional library may provide for a library board to govern the organization having all the powers and duties of county library boards as provided in Minnesota Statutes, Section 375.33. Such regional library board may consist of as many members as the contracting parties deem necessary, appointed in such numbers and for such terms by each county board party to the contract as may be determined by the contracting parties, irrespective of the existence of one or more county library boards already in existence in the participating counties. In such participating counties, such portion of the proceeds of the county library tax authorized by Minnesota Statutes, Section 375.33, Subdivision 1, shall be used for the support of the regional library as the contracting agreement may provide.

Subd. 3. Where such regional library is established, any city or village located in any of the contracting counties which is excluded from the county tax supporting

the regional library under the provisions of Minnesota Statutes, Section 375.33, Subdivision 1, may, upon recommendation of its library board and upon action by its governing body, be included in such county tax and become an integral part of the regional system. Such cities or villages and any other cities or villages in the participating counties, whether or not governed by home rule charter provisions, may levy taxes for the additional support of their local library services provided that said combined levies shall not exceed the statutory limit on the library levy. Any such local public library board or governing body may, at its option, continue to control such local library fund or pay all or part thereof into the regional library fund, to be used for the increase or improvement of library services in such city or village.

Subd. 4. Any multicounty regional library heretofore created, and the agreements creating them, are hereby validated, ratified, and confirmed and the benefits of subdivision 1 to 4 shall hereafter apply to said libraries.

471.59 JOINT EXERCISE OF POWERS. Subdivision 1. Agreement. Two or more governmental units, by agreement entered into through action of their governing bodies, may jointly or cooperatively exercise any power common to the contracting parties or any similar powers, including those which are the same except for the territorial limits within which they may be exercised. The agreement may provide for the exercise of such powers by one or more of the participating governmental units on behalf of the other participating units. The term "governmental unit" as used in this section includes every city, village, borough, county, town, and school district, and other political subdivision of this or any adjoining state, and any agency of the state of Minnesota or the United States.

Subd. 2. Agreement to state purpose. Such agreement shall state the purpose of the agreement or the power to be exercised and it shall provide for the method by which the purpose sought shall be accomplished or the manner in which the power shall be exercised. When the agreement provides for use of a joint board, the board shall be representative of the parties to the agreement. Irrespective of the number, composition, terms, or qualifications of its members, such board is deemed to comply with statutory or charter provisions for a board for the exercise by any one of the parties of the power which is the subject of the agreement.

Subd. 3. Disbursement of funds. The parties to such agreement may provide for disbursements from public funds to carry out the purposes of the agreement. Funds may be paid to and disbursed by such agency as may be agreed upon, but the method of disbursement shall agree as far as practicable with the method provided by law for the disbursement of funds by the parties to the agreement. Contracts let and purchases made under the agreement shall conform to the requirements applicable to contracts and purchases of any one of the parties, as specified in the agreement. Strict accountability of all funds and report of all receipts and disbursements shall be provided for.

Subd. 4. Termination of agreement. Such agreement may be continued for a definite term or until rescinded or terminated in accordance with its terms.

Subd. 5. Shall provide for distribution of property. Such agreement shall provide for the disposition of any property acquired as the result of such joint or cooperative exercise of powers, and the return of any surplus moneys in proportion to contributions of the several contracting parties after the purpose of the agreement has been completed.

Subd. 6. Residence requirement. Residence requirements for holding office in any governmental unit shall not apply to any officer appointed to carry out any such agreement.

Subd. 7. Not to affect other acts. This section does not dispense with procedural requirements of any other act providing for the joint or cooperative exercise of any governmental power.

APPENDIX II

Excerpts from Nelson Associates, Inc. Public Library Systems in the United States: a Survey of Multi-jurisdictional Systems. Chicago, ALA, 1969, pps. 223-251.

In almost all cases, system operations have given patrons greater access to better resources.

. . . the chief benefits to affiliates are more and better holdings, access to reference and other materials, and improved reference services.

A combination of weak libraries does not make a strong system.

Federated systems tend to have difficulty developing systemwide acquisitions policies. Although systems with branches have more coordinated book selection methods and a greater opportunity for systematic planning, the opportunity appears to be exploited only in exceptional cases.

Both consolidated and federated systems have difficulty in bringing in some "holdout" libraries.

Inadequate training on the job, especially as evidenced by lack of knowledge of the resources of the systems, accounts for more failures in reference service than any other single factor.

In some states strong financial incentives exist to encourage system formation. It appears, however, that incentives alone, without a mandated local effort, do not attract all communities equally; consequently some communities benefit without contributing their fair share.

The state continues to rank as the second most important source of support. The federal government, however, is the most rapidly rising source.

There appears to be no discernible correlation between system structure and quality of service or system structure and strength of financing.

The depth of resources available in a system is largely determined by its strongest library.

The use of contracts in systems should be fully exploited. In a federated system, for example, it is possible by means of contracts to have the advantages of rather complete administrative control and, at the same time, to leave with the local libraries the ultimate in freedom, which is to reject the system completely. Contracts also offer a means of gaining size where this is an advantage and, at the same time, retaining the advantages of smallness in other aspects. Contracts

offer, in short, the maximum in flexibility. The chief drawback appears to be that if a system relies entirely on contractual arrangements to hold it together, it may lack a desirable sense of loyalty and commitment, and attendant thereto may be shortcomings with respect to systemwide long-range planning.

. . . a strong headquarters staff is essential to a productive system.

The single decisive factor in the success of a system appears to be the competence of its director.

. . . services extended are limited by the nature of the arrangements. The most common arrangement of this order is for established library to extend bookmobile service to outlying communities of adjacent counties. . .

The second most common special arrangement is for the system to extend processing services to other jurisdictions outside its primary service area.

A third arrangement . . . provides systemwide reference and inter-library loan services to the independent libraries of counties, and is administered from a separate unit in a central library. It is almost wholly funded by payments from the (independent libraries).

In the case of consolidated or contractual branch systems, the headquarters administration is charged with full responsibility for patron service.

. . . In the case of federated systems of independent libraries, whether the affiliation is by community or by library, the system is responsible for providing the arrangements that help a member library fulfill its commitment to the user.

The system concept and the rotating collection seem to go together (but) the basic problem of rotating collections is the logistical one.

In the systems that (have been) observed there was a tendency for the rotating materials to become part of the permanent collections of the local libraries.

There is no doubt that, for most systems, money will be saved by system-wide purchasing and that the larger the volume the greater the saving.

The most substantial savings that can come through centralized processing will be in the cataloging . . . The economies of cataloging, however, can be subverted by an unwillingness on the part of associated librarians to accept the system's classification.

Most affiliates, whether communities or libraries, maintain an autonomous library relationship with their systems. A lively watch is kept on encroachments against local independence, and they are usually strongly resisted.

. . . To the extent that local funds are untapped for library service, it is more likely that the federated or contractual systems will make this local money available.

Interlibrary loan is, after the provision of direct physical access, the most efficient way of providing access to resources and probably the most important of system functions.

In many ways similar to, and in some ways indistinguishable from, interlibrary loan, reference seems to be a system service in which improvement over pre-system conditions is both apparent and appreciated.

APPENDIX III

RANDOM SAMPLE OF VOLUNTEERED RESPONSES

Some of the suggestions or comments received (Item 8 on Questionnaire) are listed below:

"You apparently have services of which I and possibly others are not aware of -- films, for instance. Also I do not know of a county library." The age checked was over 50; sex - male; occupation - in banking; location - Welch; postmarked Red Wing.

From a male teacher from Red Wing, "I would like to see part of the county taxes go to the city of Red Wing for use of its library facilities by rural county residents."

A rural college student from Red Wing said he can't afford $10 for a card and would like to see this changed.

A female student from Red Wing would like to see more novels and reading in foreign languages, more political science books and a more modern paperback collection.

A man from Red Wing would like to see an improved record collection.

An Episcopal priest from Kasson who uses a nearby county library says: "The library needs to have more books, particularly for young children."

A teacher from Kasson who uses the city library recommends more reference materials.

A manager from Kasson would like to see more reference books.

A high school librarian from Kasson would also like more reference materials and thinks it would be a good idea if we could get county-wide service.

A housewife from Lake City said too few new books are purchased each month.

A housewife from Lake City would like to see more biographies and more up to date study books for students.

A railroad agent from Lake City said they should increase their magazine selection and he commented that availability of state library money was helpful.

A student from Lake City complained of the poor periodical section.

A retired woman from Albert Lea thinks there should be more books concerning today's trends.

A student from Albert Lea also suggested more contemporary literature -- authors like Jerry Rubin, Tom Hayden, etc.

Another student from Albert Lea suggested wider variety of periodicals and books in all fields.

Another student from Albert Lea suggested more reference materials, records, microfilm.

A housewife from Albert Lea would like to see more short stories and drama.

A woman from Albert Lea would like to see a county library established.

A housewife from Hayward doesn't favor a bookmobile -- she says you can get to town easily on good roads.

A retired woman from Albert Lea would like to see more books in the line of mysteries, religion and archaeology and things related to nature.

In general, almost everyone from Albert Lea suggested general enlargement of book collection.

A student from Winona said the library needs more reference materials.

A medical assistant from Winona would like to get new publications sooner.

A housewife from Winona felt it would be helpful to the rural people if the county library were available.

A homemaker from Winona thinks the reference materials should be more up to date.

A teacher from Winona thought it would be helpful to acquire book files and microfilm of the three state newspapers in acquiring diaries, murders, etc., deceased residents of the city and county.

A writer from Winona thought it would be helpful for the lending system to be established on a better basis with all of the libraries -- civic and college -- in the surrounding area.

A student from Winona thought it would be helpful to have typing facilities which you could use.

Many people from Winona complimented the staff.

A housewife from Owatonna suggested more magazines, kinds and numbers of copies.

A student from Owatonna suggested more books on science and technology.

A social worker wanted to see more books, records and films.

A housewife from the rural area of Owatonna feels there is a great necessity for a bookmobile.

A lawyer from Owatonna said they should have more copies of certain magazines; for instance -- Harper's and Atlantic. He would like to see a drive up night depository for book return.

A teacher from Owatonna would like to see an inter-library loaning area; for example, Rochester or direct borrowing on a card.

A teacher from Owatonna would like to see more books on geology, botany, anatomy.

A clergyman from Owatonna would like a broader selection of films, microfilms.

A housewife from Owatonna would like to see more books on antique dishes and collection.

A microbiologist from Austin wanted to increase the technical science literature either directly or by rapid inter-library exchange.

A housewife in Austin wanted to see an expanded phonograph collection.

A housewife from Austin would like to get more reference material on U. S. involvement in Southeast Asia.

A student from Austin would like to see a larger movie selection.

A man from Rochester, besides more books in general, would like to see duplicate copies of the popular books, more jazz records, and newspapers from the West Coast.

A teacher from Rochester said that scientific reading should be updated.

A student from Rochester said that the reference collection should be enlarged.

A teacher from Rochester would like more foreign language books, more large picture books for young children.

An engineer from Rochester said that the books in technical areas are obsolete.

A student from Faribault would like the library hours extended.

A teacher from Faribault would like to see more reference materials for school subjects.

A patron from Faribault would like to see more foreign language books.

TABLE I

POPULATION OF COUNTIES 1940 to 1970 [1]
with % increase (decrease) over preceding year

	1940	1950	1960	1970
Dodge	12,931	12,624	13,259	12,946
%		(2.37)	5.03	(3.87)
Fillmore	25,830	24,465	23,768	21,550
%		(5.40)	(3.22)	(9.33)
Freeborn	31,780	34,517	37,891	37,625
%		8.61	9.77	(0.70)
Goodhue	31,564	32,118	33,035	34,241
%		1.75	2.86	3.65
Houston	14,735	14,435	16,588	17,396
%		(2.04)	14.92	4.87
Mower	36,113	42,277	48,498	43,065
%		17.07	14.72	11.20
Olmsted	42,658	48,228	65,532	81,258
%		13.06	35.87	23.99
Rice	32,160	36,235	38,988	40,856
%		12.67	7.60	4.79
Steele	19,749	21,155	25,029	26,600
%		7.20	18.31	6.27
Wabasha	17,653	16,878	17,007	17,134
%		(4.39)	0.77	0.74
Winona	37,795	39,841	40,937	43,462
%		5.41	2.75	6.17

1) Source: U. S. Bureau of the Census. Census of Population: 1960. Volume I: Characteristics of the Population; part 25: Minnesota. 1970 Provisional Census Report.

TABLE II

COUNTY POPULATION BY PER CENT

	Population 1970	%	1985 Proj. Series II-B	%
Dodge	12,946	3.4	17,913	3.8
Fillmore	21,550	5.7	32,111	6.7
Freeborn	37,625	10.0	51,191	10.6
Goodhue	34,241	9.1	44,630	9.1
Houston	17,396	4.6	22,410	4.6
Mower	43,065	11.5	65,521	13.4
Olmsted	81,258	21.6	88,534	18.1
Rice	40,856	10.9	52,673	10.8
Steele	26,600	7.1	33,814	6.9
Wabasha	17,134	4.5	22,976	4.7
Winona	43,462	11.5	55,306	11.3
	376,133	100.0	487,079	100.0

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TABLE III

COUNTIES [1]

		Population Projection to 1985 [2]			
	Census 1970	Series I-B	Series II-B	Series I-D	Series II-D
Dodge	12,946	17,794	17,913	16,229	16,335
Fillmore	21,550	31,897	32,111	29,092	29,282
Freeborn	37,625	50,850	51,191	46,379	46,682
Goodhue	34,241	44,333	44,630	40,435	40,699
Houston	17,396	22,261	22,410	20,304	20,436
Mower	43,065	65,084	65,521	59,362	59,750
Olmsted	81,258	87,944	88,534	80,211	80,735
Rice	40,856	52,322	52,673	47,721	48,033
Steele	26,600	33,589	33,814	30,635	30,836
Wabasha	17,134	22,823	22,976	20,817	20,953
Winona	43,462	54,937	55,306	50,107	50,434
	376,133	483,834	487,079	441,292	444,175

1) 1970 Provisional Census Report.

2) Source: U. S. Bureau of the Census. Population Estimates. Series P-25, No. 388, March 14, 1968 (Table 16. Estimates and projections of the population of the states, 1960-1985.)

Series I - Pattern of interstate migration of 1955-60 will stay the same.
Series II - State differentials in migration will disappear in 50 years.
Series B - Moderate rise in fertility.
Series D - Sharp drop in fertility.

Series I-B. Increase of 34.2%
Series II-B. Increase of 35.1%
Series I-D. Increase of 22.4%
Series II-D. Increase of 23.2%

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TABLE IV

TOWNS[1)]

TOWNS	Census 1970	Population Projection to 1985[(2)] Series I-B	Series II-B	Series I-D	Series II-D
Albert Lea Freeborn	19, 212	22, 959	23, 113	20, 940	21, 077
Red Wing Goodhue	10, 191	14, 129	14, 223	12, 886	12, 970
Austin Mower	24, 831	37, 453	37, 702	34, 159	34, 383
Rochester Olmsted	51, 568	54, 570	54, 936	49, 772	50, 097
Faribault Rice	16, 459	22, 715	22, 867	20, 717	20, 853
Owatonna Steele	15, 213	17, 995	18, 116	16, 413	16, 511
Winona Winona	26, 036	33, 409	33, 633	30, 471	30, 671
	163, 510	203, 230	204, 590	185, 358	186, 562

1) 1970 Provisional Census Report.

2) Source: U. S. Bureau of the Census. Population Estimates. Series P-25, No. 388, March 14, 1968 (Table 16. Estimates and projections of the population of the states, 1960-1985.)

Series I - Pattern of interstate migration of 1955-60 will stay the same.
Series II - State differentials in migration will disappear in 50 years.
Series B - Moderate rise in fertility.
Series D - Sharp drop in fertility.

Series I-B. Increase of 34.2%
Series II-B. Increase of 35.1%
Series I-D. Increase of 22.4%
Series II-D. Increase of 23.2%

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TABLE V

ESTIMATED INCOME PER HOUSEHOLD[1)]

Counties	No. of Households	Estimated Income
Dodge	4,017	$ 8,607
Fillmore	7,054	8,424
Freeborn	12,320	9,498
Goodhue	10,366	9,740
Houston	5,233	8,355
Mower	15,628	11,968
Olmsted	24,088	11,741
Rice	10,607	12,704
Steele	8,476	9,961
Wabasha	4,971	9,781
Winona	12,483	11,161

1)Source: Editor & Publisher, Market Guide, 1970, pps. 246-247.

TABLE VI

BUYING INCOME AND RETAIL SALES [1]

	Buying Income	Per Household	Retail Sales
Dodge	$ 30,080,000	$ 7,916	$ 18,392,000
Fillmore	46,334,000	7,128	36,857,000
Freeborn	95,271,000	8,506	70,964,000
Albert Lea	58,496,000	9,285	52,281,000
Goodhue	93,545,000	8,743	61,877,000
Houston	38,404,000	7,681	22,007,000
Mower	144,644,000	10,794	76,279,000
Austin	105,083,000	11,548	52,792,000
Olmsted	248,862,000	11,210	149,363,000
Rochester	197,091,000	11,802	132,119,000
Rice	112,785,000	10,640	57,544,000
Faribault	57,102,000	11,896	36,203,000
Steele	79,376,000	9,230	45,257,000
Wabasha	41,158,000	8,575	26,378,000
Winona	120,910,000	9,520	74,465,000
Winona	83,694,000	10,207	63,214,000
State Average		10,189	
National Average		10,048	

1) Sales Management. June 10, 1970 ("Survey of Buying Power")

TABLE VII

HOUSEHOLDS, BY CASH INCOME [1]

Counties	No. of Households	Per Cent of Households				
		Under $3,000	$3,000-4,999	$5,000-7,999	$8,000-9,999	Over $10,000
Dodge	3,800	23.5	18.8	23.6	13.2	20.9
Fillmore	6,500	29.5	17.7	23.9	11.8	17.1
Freeborn	11,200	20.2	13.0	27.3	16.5	23.0
Goodhue	10,700	20.4	13.5	24.7	15.7	25.7
Houston	5,000	25.7	16.1	24.4	13.0	20.8
Mower	13,400	17.6	9.8	16.3	12.6	43.7
Olmsted	22,200	17.7	10.2	17.2	15.5	39.4
Rice	10,600	21.3	12.5	22.7	15.0	28.5
Steele	8,600	19.2	11.6	23.4	16.8	29.0
Wabasha	4,800	23.4	15.0	23.1	14.5	24.0
Winona	12,700	21.0	12.8	23.7	15.3	27.2
	109,500	21.8	13.7	22.8	14.5	27.2
State	1,096,300	17.4	11.7	21.7	15.7	33.5

[1] Source: Editor & Publisher, Market Guide, 1970, pps. 246-247.

TABLE VIII

RETAIL TRADE

	1963[1] Establishments	1963[1] Sales (000 omitted)	1967[2] Establishments	1967[2] Sales (000 omitted)	Sales Mgt. Estimates Dec. 1968[3] (000 omitted)
Dodge County	148	$ 13,627	162	$ 17,202	$ 13,965
Fillmore County	367	31,292	325	34,490	43,763
Spring Valley	60	6,899	55	9,093	
Remainder	307	24,393	270	25,397	
Freeborn County	411	48,202	431	69,282	59,634
Albert Lea	259	35,137	280	50,969	45,317
Remainder	152	13,065	151	18,313	
Goodhue County	417	42,051	420	57,618	59,335
Red Wing	167	20,609	167	28,969	
Remainder	250	21,442	253	28,649	
Houston County	205	13,694	221	20,183	18,783
Caledonia	63	4,879	71	5,622	
La Crescent	22	1,669	36	3,974	
Remainder	120	7,146	114	10,587	
Mower County	456	59,202	459	72,430	70,779
Austin	265	42,245	281	50,328	
Remainder	191	16,957	178	22,102	
Olmsted County	552	103,442	635	146,106	130,441
Rochester	421	91,755	498	128,664	114,652
Remainder	131	11,687	137	17,442	
Rice County	351	43,144	353	55,895	50,353
Faribault	196	27,046	180	35,111	31,875
Northfield	98	12,301	96	14,359	
Remainder	57	3,797	77	6,425	
Steele County	277	32,252	270	44,308	46,016
Owatonna	178	24,259	184	33,081	
Remainder	99	7,993	86	11,227	
Wabasha County	240	19,379	257	27,049	23,574
Lake City	72	6,998	69	8,414	
Wabasha	56	3,267	49	4,543	
Remainder	112	9,114	139	14,092	
Winona County	424	56,819	421	68,856	69,645
Winona	288	47,500	289	58,190	58,715
Remainder	136	9,319	132	10,666	
TOTAL	3,848	$ 463,104	3,954	$ 613,419	$ 586,288

For Footnotes to Retail Schedule, see Page 55.

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TABLE IX

RETAIL TRADE

	E & P Estimates Jan. 1969[5] (000 omitted)	Sales Mgt. Estimates Dec. 1969[6] (000 omitted)	E & P Estimates Jan. 1970[7] (000 omitted)	Average Sales Mgt. 12/69 E & P 1/70 (000 omitted)	Increase 1967 vs. Average Estimated Sales by %
Dodge County	$ 22,376	$ 18,392	$ 23,834	$ 21,113	22.8
Fillmore County	51,006	40,869	54,292	47,581	38.0
Spring Valley					
Remainder					
Freeborn County	82,907	70,964	88,692	79,828	15.2
Albert Lea	63,212	52,281	67,885		
Remainder					
Goodhue County	63,749	61,877	67,366	64,622	12.2
Red Wing	32,459		34,438		
Remainder					
Houston County	20,185	22,007	21,267	21,637	7.2
Caledonia					
La Crescent					
Remainder					
Mower County	104,669	76,279	112,247	94,263	30.1
Austin	79,336	52,792	85,504		
Remainder					
Olmsted County	224,469	149,363	244,640	197,002	34.8
Rochester	197,365	132,119	214,982		
Remainder					
Rice County	81,197	57,544	87,539	72,542	29.8
Faribault	53,281	36,203	57,662		
Northfield					
Remainder					
Steele County	46,765	45,257	49,184	47,221	6.6
Owatonna	39,275		41,774		
Wabasha County	33,564	26,378	35,929	31,154	15.2
Lake City					
Wabasha					
Remainder					
Winona County	85,115	74,465	89,331	82,148	19.3
Winona	76,095	63,214	80,815		
Remainder					
TOTAL	$ 816,002	$ 643,395	$ 874,821	$ 759,108	23.8

For Footnotes to Retail Schedule, see Page 55.

FOOTNOTES TO RETAIL TRADE SCHEDULES

Tables VIII and IX

1) U. S. Bureau of the Census: 1963. Retail trade area statistics: Minnesota, p. 25-37 to p. 25-39.

2) U. S. Bureau of the Census: 1967. Retail trade area statistics: Minnesota, p. 25-8 to p. 25-17.

3) Sales Management. 1969 Survey of Buying Power.

4) Editor & Publisher. 1969 Market Guide.

5) Sales Management. 1970 Survey of Buying Power.

6) Editor & Publisher. 1970 Market Guide.

TABLE X

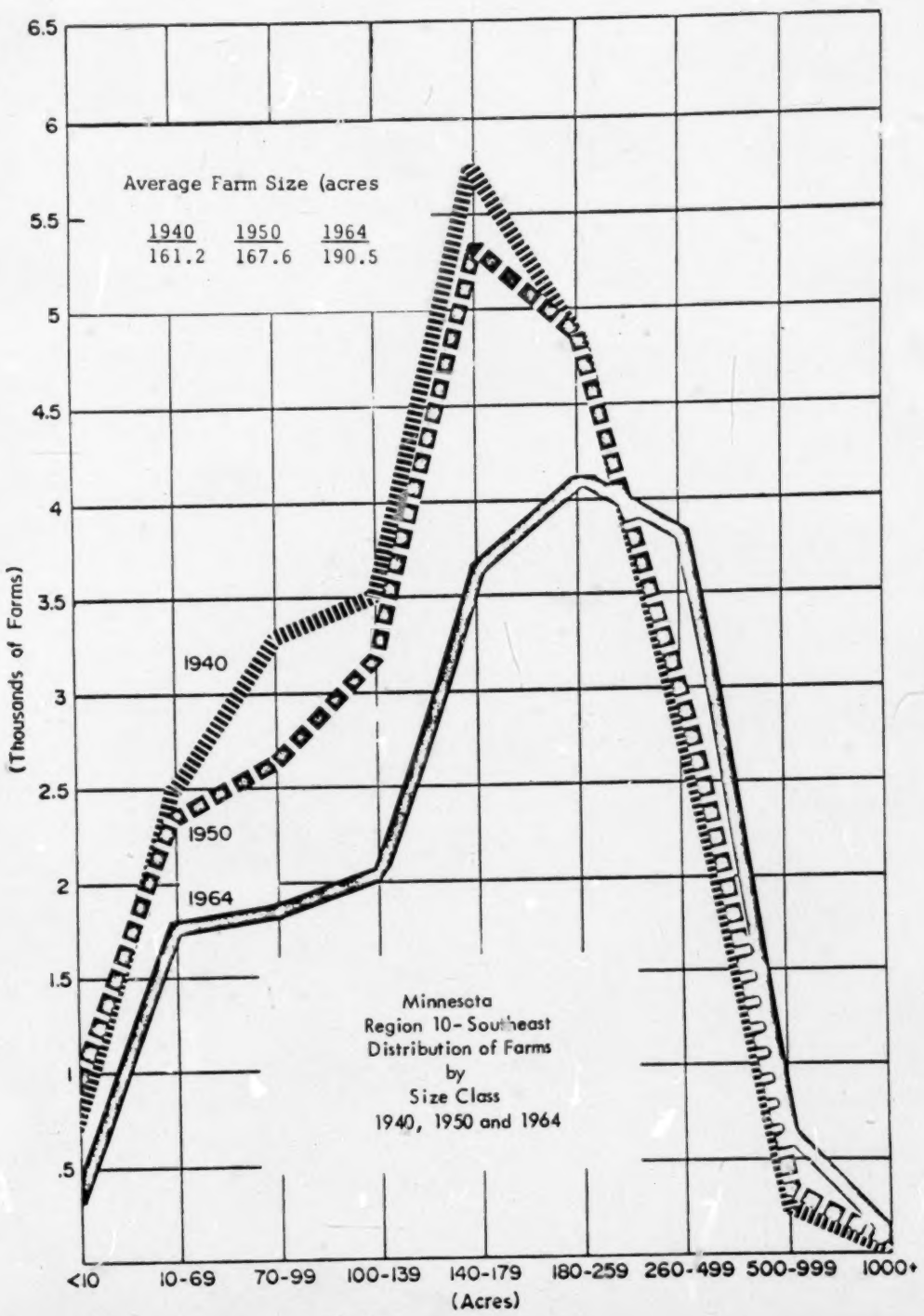
Average Farm Size (acres
1940 1950 1964
161.2 167.6 190.5
1940
1950
1964
Minnesota
Region 10- Southeast
Distribution of Farms
by
Size Class
1940, 1950 and 1964
(Thousands of Farms)
6.5
6
5.5
5
4.5
4
3.5
3
2.5
2
1.5
1
.5
<10
10-69
70-99
100-139
140-179
180-259
260-499
500-999
1000+
(Acres)

TABLE XI

DRIVING DISTANCES BETWEEN TOWNS[1)]

	Albert Lea	Austin	Faribault	Owatonna	Red Wing	Rochester	Winona
Albert Lea	--	20	50	33	100	61	105
Austin	20	--	50	33	85	41	85
Faribault	50	50	--	17	50	54	100
Owatonna	33	33	17	--	67	40	86
Red Wing	100	85	50	67	--	46	64
Rochester	61	41	54	40	46	--	46
Winona	105	85	100	86	64	46	--
High	105	85	100	86	100	61	105
Low	20	20	17	17	46	40	46
Median	56	46	50	37	67	46	86

1) Source: Minnesota Department of Highways. 1968-1969 Official Highway Map: Minnesota.

TABLE XII

LIBRARY STATISTICS

Financial - 1969

Population 1970 Provisional			RECEIPTS				EXPENDITURES			
			Tax Levy	Public Funds	Other Funds	Total	Books, etc.	Salaries	Total Operating	Per Capita
12,946		DODGE COUNTY								
1,972	M	Kasson	$ 3.85	$ 3,456	$ 139	$ 3,595	$ 932	$ 1,485	$ 2,802	$ 1.62
21,550		FILLMORE COUNTY								
1,145	M	Chatfield (part)		2,001	1,309	3,310	1,024	1,834	3,582	1.95
1,128	M	Harmony	3.93	2,000	313	2,313	1,297	645	2,197	1.82
1,516	M	Preston		1,514	137	1,651	687	1,500	2,489	1.67
595	M	Rushford	(not reported)							
2,468	M	Spring Valley	4.99	4,634	2,517	4,797	1,390	2,299	5,849	2.23
37,625		FREEBORN COUNTY								
19,212	M	Albert Lea		45,090	3,400[1)]	48,490	9,537	25,758	51,026	2.77
34,241		GOODHUE COUNTY								
2,050	M	Cannon Falls		2,100	237	2,337	812	1,020	1,990	0.97
1,565	M	Kenyon		2,461	91	2,552	1,453	915	2,552	1.57
1,645	M	Pine Island	8.46	7,209	22	7,230	1,893	2,238	7,480	5.70
10,191	M	Red Wing	8.00	51,110	3,964[1)]	55,074	9,800	25,620	57,576	5.47
1,867	M	Zumbrota		4,720	450	5,170	1,801	2,430	5,051	2.76
17,396		HOUSTON COUNTY								
2,633	M	Caledonia	3.20	2,422	1,916	4,338	1,749	1,365	3,319	1.30
43,065		MOWER COUNTY								
		24,831								
43,065	C-M	Austin - Mower		107,113	18,100[1)]	130,278	36,029	70,398	131,971	2.72

TABLE XII, Cont.

Financial - 1969

Population 1970 Provisional		Tax Levy	RECEIPTS Public Funds	Other Funds	Total	EXPENDITURES Books, etc.	Salaries	Total Operating	Per Capita
81,258	OLMSTED COUNTY								
26,182	County served by Rochester	$	$ 38,000	$ [1]	$ 38,000	$	$	$	$ 1.45
51,568	M Rochester	3.18	160,240	25,002 [1]	185,242	46,028	130,055	210,732	3.34
2,805	M Stewartville		5,000	1,500	6,500	689	1,639	3,554	2.13
703	M Chatfield (part)	(See Fillmore County)							
40,856	RICE COUNTY								
16,459	M Faribault	5.69	40,552	3,568 [1]	44,120	7,363	24,124	40,507	2.40
10,123	M Northfield	5.56	17,976	3,859	21,835	4,178	12,789	22,721	2.61
26,600	STEELE COUNTY								
11,387	County served by Owatonna	1.00	9,131		9,131				.80
15,213	M Owatonna	5.00	49,148	7,222 [1]	56,370	18,185	39,420	65,920	3.73
17,134	WABASHA COUNTY								
3,591	M Lake City	4.63	7,473	1,611	9,084	1,924	4,242	10,159	2.91
2,082	M Plainview	1.47	1,634	70	1,704	536	1,587	2,141	1.17
2,357	M Wabasha	5.00	4,742	958	5,700	1,601	2,824	6,920	2.77
43,462	WINONA COUNTY								
1,992	M St. Charles	4.75	3,900	137	4,037	1,631	2,073	3,980	2.11
26,036	M Winona	6.40	• 98,357	5,968	104,325	24,528	62,665	104,325	3.90
376,133	TOTAL		$ 671,983	$ 82,490	$ 745,181	$ 175,067	$ 418,925	$ 748,843	$ 1.99

Population served by tax-supported libraries, 1969: 278,919 (74.1%)
Adjusted to realistic service and support: 227,453 (60.4%) See Page 16

NOTE: Dollar amounts are to nearest whole dollar.

[1] Includes State Aid.

M = Municipal Libraries

C = County Libraries

TABLE XIII

LIBRARY STATISTICS

Services - 1969

Population 1970 Provisional			Volumes	Borrowers	Circulation	Circulation per Capita	Hours Open
12,946	DODGE COUNTY						
1,972	Kasson	M	6,217	1,624	9,502	5.5	23
21,550	FILLMORE COUNTY						
1,445	Chatfield (part)	M	5,384	896	15,167	8.2	25-1/2
1,128	Harmony	M	4,820	513	7,448	6.2	9
1,516	Preston	M	6,355	875	6,370	4.3	20
595	Rushford	M	(not reported)				
2,468	Spring Valley	M	8,481	1,824	8,159	3.1	26
37,625	FREEBORN COUNTY						
19,212	Albert Lea	M	32,120	7,764	124,480	6.8	62
34,241	GOODHUE COUNTY						
2,050	Cannon Falls	M	5,784	923	7,289	3.5	7-1/2
1,565	Kenyon	M	6,644	616	6,340	3.9	8
1,645	Pine Island	M	5,282	652	9,899	7.6	19-1/2
10,191	Red Wing	M	35,350	5,466	55,104	5.2	65-1/2
1,867	Zumbrota	M	9,145	981	15,554	8.5	18
17,396	HOUSTON COUNTY						
2,633	Caledonia	M	8,080	2,484	10,098	3.9	14
43,065	MOWER COUNTY						
	24,831						
43,065	Austin - Mower	C-M	70,231	19,117	229,495	4.7	71

TABLE XIII, Cont.

Services - 1969

Population 1970 Provisional			Volumes	Borrowers	Circulation	Circulation per Capita	Hours Open
81,258	OLMSTED COUNTY						
26,182	County served by Rochester			NA	NA		
51,568	Rochester	M	117,070	26,687	480,137		68
2,805	Stewartville	M	9,312	954	10,981	6.6	15
703	Chatfield (part)	M	(See Fillmore County)				
40,856	RICE COUNTY						
16,459	Faribault	M	44,115	8,131	93,284	5.5	65
10,123	Northfield	M	16,368	2,865	36,511	4.2	32
26,600	STEELE COUNTY						
11,387	County served by Owatona			1,740	18,448	1.6	
15,213	Owatonna	M	48,139	5,939	95,286	4.7	65-1/2
17,134	WABASHA COUNTY						
3,591	Lake City	M	11,254	2,122	20,381	5.8	26
2,082	Plainview	M	5,968	672	8,874	4.8	18
2,357	Wabasha	M	9,637	1,668	16,161	6.5	18
43,462	WINONA COUNTY						
1,992	St. Charles	M	9,192	973	10,327	5.5	20
26,036	Winona	M	59,170	10,635	161,869	6.5	63
376,133	TOTAL		534,118	106,121	1,457,164	6.0	

Population served by tax-supported libraries, 1969: 278,919 (74.1%)
Adjusted to realistic service and support: 227,453 (60.4%) See Page 16

NA = Not available
M = Municipal Libraries
C = County Libraries

TABLE XIV

SOUTHEAST MINNESOTA COLLEGE AND JUNIOR COLLEGE LIBRARIES

	I Enroll[1] FTE	II Expend[1] as % of Educ and Gen Exp	III Expend[1] for Books and Other Materials	IV Prof[1] Staff FTE	V Library[2] Seating	VI Volumes[1]	VII Volumes[1] per FTE Student
JUNIOR COLLEGE LIBRARIES							
Austin State Junior College	935	4.1	$ 17,723	1.0	205	13,103	14
Rochester State Junior College	1,530	3.3	$ 14,200	2.4	250	20,363	12
FOUR-YEAR COLLEGES							
Carleton College - Northfield	1,447	4.2	$ 67,329	4.5	650	237,370	164
College of Saint Teresa - Winona	1,195	5.9	$ 38,740	5.0	500	102,823	86
Lea College - Albert Lea	746	4.4	$ 30,000	1.0[2]	100	11,193	15
Saint Mary's College - Winona	1,082	6.0	$ 45,471	3.3	330	88,792	82
Saint Olaf College - Northfield	2,548	3.3	$ 69,069	5.5	675 (approx)	229,342	90
Winona State College	3,651	6.3	$ 95,236	9.0	797	90,229	24

1) "Library Statistics of Colleges & Universities, Fall 1969", U. S. Dept. of Health, Education and Welfare, Washington, D. C., 1970. Data covers 1968 - 1969 school year. FTE = Full Time Equivalent.

2) Information provided by library or official college releases.